IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Arthur Ernest Conrad, *et al.*	
Serial No.: 09/903,976	Conf. No.: 9444	Filing Date: July 12, 2001
Title of Application:	Web Attract Loop	
Group Art Unit: 3622	Examiner: Boveja, Namrata	

Mail Stop Appeal Brief - Patents
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Substitute Appeal Brief Under 37 CFR §41.37

Dear Sir:

A Notice of Appeal from the final rejection of Claims 1-44, all pending claims of

U.S. Patent Application No. 09/903,976, having been filed previously, Applicant files its

Appeal Brief. A Claims Appendix is submitted herewith, as are Appendices related to

evidence previously submitted and decisions related to the case.

(i) Real Party In Interest

The real party in interest is Netkey, Inc.; 32 Park Drive East; Branford, Connecticut

06405.

(ii) Related Appeals and Interferences

There are no related Appeals or Interferences.

(iii) Status Of Claims

Claims 1-44 stand rejected and are the subject of the instant Appeal. A copy of

each of these claims is attached hereto in the Claims Appendix.

(iv) Status Of Amendments

No amendments have been filed since the Final Office Action dated July 12, 2006.

On August 21, 2006, Applicant filed a Response to the Final Office Action dated July 12,

2006, but this Response contained only a Request for Reconsideration.

(v) Summary Of Claimed Subject Matter

Claims 1, 11, 21, 22, 23, 33, 43 and 44 are the independent claims.

Independent Claim 1

Claim 1 is directed to a system 10 for displaying web content on a display of a user computer 14, which system 10 includes a central computer 12 and software executing on the central computer 12 for receiving a request 18 to transmit a web page 24. *See, e.g.,* Spec. ¶¶ 0019-0022 and Figs. 1 and 2. System 10 also includes software executing on the central computer 12 for transmitting a web page 24 to the user computer 14 in response to the request 18 to transmit a web page 24, the web page 24 including attract loop code 26. *See, e.g.,* Spec. ¶ 0022 and Figs. 1 and 2. The attract loop code 26 monitors the user computer 14 for a user event, and only if the user event does not occur within a specified time period, the attract loop code 26 automatically transmits a request 36 for attract loop content 38 to the central computer 12. *See, e.g.,* Spec. ¶¶ 0023-0024 and Figs. 1 and 2. System 10 also includes software executing on the central computer 12 for automatically transmitting attract loop content 38 to the user computer 14 in response to the request 36 for attract loop content 38. *See, e.g.,* Spec. ¶ 0024 and Figs. 1 and 2. The attract loop code 26 causes the attract loop content 38 to be displayed on the display of the user computer 14. *See, e.g.,* Spec. ¶ 0024 and Figs. 1 and 2.

Independent Claim 11

Claim 11 is directed to a system 10 for displaying web content on a display of a user computer 14, which system 10 includes a central computer 12 and software

executing on the central computer 12 for receiving, from a browser 16 executing on the user computer 14, a request 18 to transmit a web page 24. *See, e.g.,* Spec. ¶¶ 0019-0022 and Figs. 1 and 2. System 10 also includes software executing on the central computer 12 for transmitting a web page 24 to the browser 16 executing on the user computer 14 in response to the request 18 to transmit a web page 24, the web page 24 including attract loop code 26. *See, e.g.,* Spec. ¶ 0022 and Figs. 1 and 2. The attract loop code 26 monitors the user computer 14 for a user event, and only if the user event does not occur within a specified time period, the attract loop code 26 automatically causes the browser 16 executing on the user computer 14 to transmit a request 36 for attract loop content 38 to the central computer 12. *See, e.g.,* Spec. ¶¶ 0023-0024 and Figs. 1 and 2. System 10 also includes software executing on the central computer 12 for automatically transmitting attract loop content 38 to the browser 16 executing on the user computer 14 in response to the request 36 for attract loop content 38. *See, e.g.,* Spec. ¶ 0024 and Figs. 1 and 2. The attract loop code 26 causes the attract loop content 38 to be displayed on the display of the user computer 14 through the browser 16. *See, e.g.,* Spec. ¶ 0024 and Figs. 1 and 2.

Independent Claim 21

      Claim 21 is directed to a system 10 for implementing an attract loop, which system 10 includes a central computer 12 and a user computer 14 in communication with the central computer 12 through a communications link, the user computer 14

having a browser 16 executing thereon and having a display. *See, e.g.,* Spec. ¶¶ 0019-

0021 and Fig. 1. The system 10 includes software executing on the central computer

12 for receiving, from the browser 16 executing on the user computer 14, a request 18

to transmit a web page 24. *See, e.g.,* Spec. ¶ 0022 and Figs. 1 and 2. System 10 also

includes software executing on the central computer 12 for transmitting a web page 24

to the browser 16 executing on the user computer 14 in response to the request 18 to

transmit a web page 24, the web page 24 including attract loop code 26. *See, e.g.,*

Spec. ¶ 0022 and Figs. 1 and 2. The attract loop code 26 monitors the user computer

14 for a user event, and only if the user event does not occur within a specified time

period, the attract loop code 26 automatically causes the browser 16 executing on the

user computer 14 to transmit a request 36 for attract loop content 38 to the central

computer 12. *See, e.g.,* Spec. ¶¶ 0023-0024 and Figs. 1 and 2. System 10 also

includes software executing on the central computer 12 for automatically transmitting

attract loop content 38 to the browser 16 executing on the user computer 14 in

response to the request 36 for attract loop content 38. *See, e.g.,* Spec. ¶ 0024 and

Figs. 1 and 2. The attract loop code 26 causes the attract loop content 38 to be

displayed on the display of the user computer 14 through the browser 16. *See, e.g.,*

Spec. ¶ 0024 and Figs. 1 and 2.

<u>Independent Claim 22</u>

Claim 22 is directed to a system 10 for displaying web content on a display of a user computer 14, which system 10 includes a central computer 12 and software executing on the central computer 12 for receiving a request 18 to transmit a web page 24. *See, e.g.,* Spec. ¶¶ 0019-0022 and Figs. 1 and 2. System 10 also includes software executing on the central computer 12 for transmitting a web page 24 to the user computer 14 in response to the request 18 to transmit a web page 24, the web page 24 including attract loop code 26 and attract loop content 38. *See, e.g.,* Spec. ¶¶ 0022, 0024 and Figs. 1 and 2. The attract loop code 26 monitors the user computer 14 for a user event, and only if the user event does not occur within a specified time period, the attract loop code 26 causes the attract loop content 38 to be displayed on the display of the user computer 14. *See, e.g.,* Spec. ¶¶ 0023-0024 and Figs. 1 and 2.

<u>Independent Claim 23</u>

Claim 23 is directed to a method for displaying web content on a display of a user computer 14, which method 10 includes the steps of providing a central computer 12, receiving a request 18 to transmit a web page 24 (step 20), and transmitting a web page 24 to the user computer 14 in response to the request 18 to transmit a web page 24 (step 22), the web page 24 including attract loop code 26. *See, e.g.,* Spec. ¶¶ 0019-0022 and Figs. 1 and 2. The attract loop code 26 monitors the user computer 14 for a user event, and only if the user event does not occur within a specified time period, the

attract loop code 26 automatically transmits a request 36 for attract loop content 38 to

the central computer 12 (steps 28, 30, 32, 34). *See, e.g.,* Spec. ¶¶ 0023-0024 and

Figs. 1 and 2. The method also includes the step of automatically transmitting attract

loop content 38 to the user computer 14 in response to the request 36 for attract loop

content 38. *See, e.g.,* Spec. ¶ 0024 and Figs. 1 and 2. The attract loop code 26

causes the attract loop content 38 to be displayed on the display of the user computer

14 (step 40). *See, e.g.,* Spec. ¶ 0024 and Figs. 1 and 2.

Independent Claim 33

   Claim 33 is directed to a method for displaying web content on a display of a

user computer 14, which method includes the steps of providing a central computer 12,

receiving, from a browser 16 executing on the user computer 14, a request 18 to

transmit a web page 24 (step 20), and transmitting a web page 24 to the browser 16

executing on the user computer 14 in response to the request 18 to transmit a web

page 24 (step 22), the web page 24 including attract loop code 26. *See, e.g.,* Spec. ¶¶

0019-0022 and Figs. 1 and 2. The attract loop code 26 monitors the user computer 14

for a user event, and only if the user event does not occur within a specified time

period, the attract loop code 26 automatically causes the browser 16 executing on the

user computer 14 to transmit a request 36 for attract loop content 38 to the central

computer 12 (steps 28, 30, 32, 34). *See, e.g.,* Spec. ¶¶ 0023-0024 and Figs. 1 and 2.

The method also includes the step of automatically transmitting attract loop content 38

to the browser 16 executing on the user computer 14 in response to the request 36 for

attract loop content 38. *See, e.g.,* Spec. ¶ 0024 and Figs. 1 and 2. The attract loop

code 26 causes the attract loop content 38 to be displayed on the display of the user

computer 14 through the browser 16 (step 40). *See, e.g.,* Spec. ¶ 0024 and Figs. 1 and

2.

Independent Claim 43

Claim 43 is directed to a method for implementing an attract loop, which method

includes the steps of providing a central computer 12, providing a user computer 14 in

communication with the central computer 12 through a communications link, the user

computer 14 having a browser 16 executing thereon and having a display, receiving,

from the browser 16 executing on the user computer 14, a request 18 to transmit a web

page 24 (step 20), and transmitting a web page 24 to the browser 16 executing on the

user computer 14 in response to the request 18 to transmit a web page 24 (step 22),

the web page 24 including attract loop code 26. *See, e.g.,* Spec. ¶¶ 0019-0022 and

Figs. 1 and 2. The attract loop code 26 monitors the user computer 14 for a user event,

and only if the user event does not occur within a specified time period, the attract loop

code 26 automatically causes the browser 16 executing on the user computer 14 to

transmit a request 36 for attract loop content 38 to the central computer 12 (steps 28,

30, 32, 34). *See, e.g.,* Spec. ¶¶ 0023-0024 and Figs. 1 and 2. The method also

includes the step of automatically transmitting attract loop content 38 to the browser 16

executing on the user computer 14 in response to the request 36 for attract loop

content 38. *See, e.g.,* Spec. ¶ 0024 and Figs. 1 and 2. The attract loop code 26

causes the attract loop content 38 to be displayed on the display of the user computer

14 through the browser 16 (step 40). *See, e.g.,* Spec. ¶ 0024 and Figs. 1 and 2.

Independent Claim 44

Claim 44 is directed to a method for displaying web content on a display of a

user computer 14, which method includes the steps of receiving a request 18 to

transmit a web page 24 (step 20), and transmitting a web page 24 to the user computer

14 in response to the request 18 to transmit a web page 24 (step 22), the web page 24

including attract loop code 26 and attract loop content 38. *See, e.g.,* Spec. ¶¶ 0019-

0022, 0024 and Figs. 1 and 2. The attract loop code 26 monitors the user computer 14

for a user event, and only if the user event does not occur within a specified time

period, the attract loop code 26 causes the attract loop content 38 to be displayed on

the display of the user computer 14 (steps 28, 30, 32, 34). *See, e.g.,* Spec. ¶¶ 0023-

0024 and Figs. 1 and 2.

(vi) Grounds Of Rejection To Be Reviewed On Appeal

Claims 1-6, 8-16, 18-28, 30-38 and 40-44 stand rejected under 35 U.S.C. 102(e) as being anticipated by Park et al. (U.S. Patent No. 6,295,061).

Claims 7, 17, 29 and 39 stand rejected under 35 U.S.C. 103(a) as being unpatentable over Park et al. in view of the article titled "An Internet newcomer is making money by selling moving ads as part of screen savers" written by David Barboza for the New York Times on October 1, 1996 on page D.7 (hereinafter "Barboza).

(vii) Argument

<u>Rejection under 35 U.S.C. 102(e)</u>

The present invention is directed to a web attract loop (i.e., a screensaver) which automatically displays web content after detection of an idle period of predetermined duration, which can be downloaded without user intervention, which does not require user installation on a user computer, and which includes media which can be modified by a third party without user intervention. In this regard, all claims as amended require, among other limitations, attract loop code transmitted along with a web page from a central computer to a browser on a user computer, which attract loop code monitors the user computer for a user event, and then requests and/or displays attract loop content *<u>only</u>* if the monitored user event ***<u>does not occur</u>*** within a specified time period.

Applicant respectfully submits that at least the above-highlighted elements are not disclosed, taught or suggested in any way by Park et al., either alone or when properly combined with any other reference.

In the Final Office Action dated July 12, 2006, the Examiner cites various portions of Park et al. (i.e., column 3, lines 28-30 and 44-50; column 9, line 62 - column 10, line 6; claims 7 and 48) as disclosing the above-highlighted limitations. However, as is explicitly recognized by the Examiner, Park et al. states: "Moreover, the pointing device actively further includes a combination of standard events such as **a lapse of time regardless of any user's point device activity**." This is not even close to what is claimed.

As stated above, all claims require that the web attract loop requests and/or displays attract loop content *__only__* if the monitored user event ***does not occur*** within a specified time period. Thus, for example, if the monitored event is movement of a mouse and the specified time period is 5 minutes, the web attract loop would request and/or display attract loop content *__only__* if mouse was not moved for 5 minutes. On the other hand, if the mouse was, in fact, moved within the past 5 minutes, the web attract loop would _not_ request or display the attract loop content (because it displays the attract loop content *__only__* if the monitored user event does not occur within the specified time

period).

The cited feature of Park et al., on the other hand is merely a timer which displays advertising images to a user when a specified time has elapsed. Thus, even if the Park et al. system was monitoring mouse movements, Park et al. discloses that the advertising images would be displayed after lapsing of the specified time period (e.g., 5 minutes) _regardless of whether or not the mouse was moved_ within the past 5 minutes. Thus, it can not be argued that the Park et al. system displays the advertising images _only_ if the monitored user event does not occur within a specified time period. The Park et al. system displays the advertising images if the monitored event occurred within the specified time period _and_ if the monitored event did not occur within the specified time period. This is a simple timer and is not at all what is claimed.

In the Advisory Action mailed on October 4, 2006, the Examiner asserts that Park et al. discloses two embodiments, i.e., (1) displaying image content if a mouse is moved, and (2) displaying image content if a mouse is not moved, and that Applicant is merely claiming one of these embodiments. Applicant, however, respectfully disagrees. Applicant acknowledges that the Examiner's rationale might have merit if the present application merely claimed that content be displayed "if the user event does not occur within a specified time period", since, in Park et al. the content is in fact displayed whether or not the user event occurred.

However, all claims of the present invention require more than this. More specifically, all claims require that the content be displayed "*only* if the user event does not occur within a specified time period". This distinction, even though it is a difference of only a single word, makes an enormous difference in the operation of the system at issue. This distinction makes the present invention function as a screen saver, while the system disclosed in Park et al. is an advertising platform, which Applicant respectfully submits would not be considered as a screen saver by anyone of ordinary skill in the art. It appears that the Examiner is attempting to materially alter the meaning of the claims by reading the work "only" out of the claims entirely, which, of course, is not permissible, since consideration of a claim in any respect, including the application of prior art, requires that *all* claim limitations must be given effect. *See, e.g., In re Geerdes*, 491 F.2d 1260, 1262-63, 180 USPQ 789, 791-92 (CCPA 1974) (In considering grounds of rejection under 35 U.S.C. §§ 103 and 112, "*every* limitation in the claim must be given effect rather than considering one in isolation from the others.").

Rejection under 35 U.S.C. 103(a)

It is well settled that the mere fact that references can be combined or modified does not render the resultant combination obvious <u>unless the prior art also suggests the desirability of the combination or modification</u>. *In re Mills*, 916 F.2d 680, 16 U.S.P.Q.2d

1430 (Fed. Cir. 1990). It is also well settled that if the proposed modification would

render the prior art invention being modified unsatisfactory for its intended purpose,

then there is no suggestion or motivation to make the proposed modification. *In re*

Gordon, 733 F.2d 900, 221 USPQ 1125 (Fed. Cir. 1984). In the present case,

Applicant respectfully submits that not only is there no suggestion or motivation

provided for one skilled in the art to modify Park et al. such that the advertising image

reappears <u>only</u> if a monitored user event <u>does not occur</u> within a specified time period,

but also that Park et al. actually teaches away from such a modification.

As discussed in more detail in the Response to Official Action filed May 15,

2006,one of the main objectives of Park et al. is to <u>react to the user's movement of the</u>

<u>mouse</u>. As pointed out by the Examiner in the Final Office Action dated July 12, 2006,

another objective of Park et al. is to display advertising information after a lapse of time

<u>regardless of any user's point device activity</u>. It would make absolutely no sense to

modify Park et al. such that the advertising image appeared and/or reappeared <u>only</u> if a

monitored user event <u>does not occur</u> within a specified time period. Doing so is exactly

the opposite of what is taught by Park et al. More specifically, Applicant respectfully

submits that one skilled in the art would not modify a reference, the objectives of which

are to react to a user's movement of a mouse and/or to display advertising images to a

user regardless of the user's movement of a mouse, to cause an image to appear

and/or reappear only if the user is idle or the user is no longer present (i.e., there is no

user movement of the mouse). The present invention is directed to an improved and novel screen saver, while Park et al. is specifically directed to a system that reacts to user input and that displays advertising images on a periodic basis (regardless of user activity). The two systems are completely incongruous, and Applicant respectfully submits that one skilled in the art would not modify one system to arrive at the other.

Conclusion

For the foregoing reasons, Applicant respectfully submits that the claimed invention embodied in each of claims 1-44 is patentable over the cited prior art. As such, Applicant respectfully requests that the rejections of each of claims 1-44 be reversed and the Examiner be directed to issue a Notice of Allowance allowing each of claims 1-44.

Respectfully submitted,

December 14, 2006

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**Claims Appendix
to Appeal Brief Under 37 CFR §41.37
Serial No. 11/047,000**

1.　　　A system for displaying a web content on a display of a user computer, said system comprising:

a central computer;

software executing on said central computer for receiving a request to transmit a web page;

software executing on said central computer for transmitting a web page to the user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors the user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code automatically transmits a request for attract loop content to said central computer;

software executing on said central computer for automatically transmitting attract loop content to the user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of the user computer.

2.　　　The system of Claim 1 wherein the attract loop code, while the attract loop content is being displayed on the display of the user computer, monitors the user

computer for a user event, and, upon the occurrence of the user event, automatically causes the display of the attract loop content to be terminated.

3.   The system of Claim 1 wherein said central computer comprises a web server.

4.   The system of Claim 1 wherein the attract loop content is displayed in a browser window.

5.   The system of Claim 4 wherein the attract loop content is displayed in a browser window in full screen mode.

6.   The system of Claim 4 wherein the attract loop content is displayed in a browser window which was automatically opened by the attract loop code.

7.   The system of Claim 1 wherein the attract loop code automatically causes the attract loop content to be continually updated.

8.   The system of Claim 1 wherein the user event is selected from the group consisting of manipulation of an input device, movement of a mouse, typing on a keyboard, access of a storage device, and combinations of these.

9.   The system of Claim 1 wherein the attract loop content comprises media selected from the group consisting of text, graphics, animation, sound, video, multimedia, and combinations of these.

10.   The system of Claim 1 wherein the attract loop content relates to subject matter selected from the group consisting of advertisement, entertainment, education, and combinations of these.

11.   A system for displaying web content on a display of a user computer, said system comprising:

a central computer;

software executing on said central computer for receiving, from a browser executing on the user computer, a request to transmit a web page;

software executing on said central computer for transmitting a web page to the browser executing on the user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors the user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code causes the browser executing on the user computer to transmit a request for attract loop content to said central computer;

software executing on said central computer for transmitting attract loop content to the browser executing on the user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of the user computer through the browser.

12. The system of Claim 11 wherein the attract loop code, while the attract loop content is being displayed on the display of the user computer, monitors the user computer for a user event, and, upon the occurrence of the user event, automatically causes the display of the attract loop content to be terminated.

13. The system of Claim 11 wherein said central computer comprises a web server.

14. The system of Claim 11 wherein the attract loop content is displayed in a browser window.

15. The system of Claim 14 wherein the attract loop content is displayed in a browser window in full screen mode.

16. The system of Claim 14 wherein the attract loop content is displayed in a browser window which was automatically opened by the attract loop code.

17.   The system of Claim 11 wherein the attract loop code automatically causes the attract loop content to be continually updated.

18.   The system of Claim 11 wherein the user event is selected from the group consisting of manipulation of an input device, movement of a mouse, typing on a keyboard, access of a storage device, and combinations of these.

19.   The system of Claim 11 wherein the attract loop content comprises media selected from the group consisting of text, graphics, animation, sound, video, multimedia, and combinations of these.

20.   The system of Claim 11 wherein the attract loop content relates to subject matter selected from the group consisting of advertisement, entertainment, education, and combinations of these.

21.   A system for implementing an attract loop, said system comprising:

a central computer;

a user computer in communication with said central computer through a communications link, said user computer having a browser executing thereon and having a display;

software executing on said central computer for receiving, from the browser executing on said user computer, a request to transmit a web page;

software executing on said central computer for transmitting a web page to the browser executing on said user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors said user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code causes the browser executing on said user computer to transmit a request for attract loop content to said central computer;

software executing on said central computer for transmitting attract loop content to the browser executing on said user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of said user computer through the browser.

22.   A system for displaying web content on a display of a user computer, said system comprising:

a central computer;

software executing on said central computer for receiving a request to transmit a web page; and

software executing on said central computer for transmitting a web page to the user computer in response to the request to transmit a web page, the web page

comprising attract loop code and attract loop content, wherein the attract loop code monitors the user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code automatically causes the attract loop content to be displayed on the display of the user computer.

23.   A method for displaying web content on a display of a user computer, said method comprising the steps of:

providing a central computer;

receiving a request to transmit a web page;

transmitting a web page to the user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors the user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code automatically transmits a request for attract loop content to the central computer;

automatically transmitting attract loop content to the user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of the user computer.

24.   The method of Claim 23 wherein the attract loop code, while the attract loop content is being displayed on the display of the user computer, monitors the user

computer for a user event, and, upon the occurrence of the user event, automatically

causes the display of the attract loop content to be terminated.

25.   The method of Claim 23 wherein the central computer comprises a web

server.

26.   The method of Claim 23 wherein the attract loop content is displayed in a

browser window.

27.   The method of Claim 26 wherein the attract loop content is displayed in a

browser window in full screen mode.

28.   The method of Claim 26 wherein the attract loop content is displayed in a

browser window which was automatically opened by the attract loop code.

29.   The method of Claim 23 wherein the attract loop code automatically

causes the attract loop content to be continually updated.

30.   The method of Claim 23 wherein the user event is selected from the

group consisting of manipulation of an input device, movement of a mouse, typing on a

keyboard, access of a storage device, and combinations of these.

31.   The system of Claim 23 wherein the attract loop content comprises media selected from the group consisting of text, graphics, animation, sound, video, multimedia, and combinations of these.

32.   The method of Claim 23 wherein the attract loop content relates to subject matter selected from the group consisting of advertisement, entertainment, education, and combinations of these.

33.   A method for displaying web content on a display of a user computer, said method comprising the steps of:

providing a central computer;

receiving, from a browser executing on the user computer, a request to transmit a web page;

transmitting a web page to the browser executing on the user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors the user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code causes the browser executing on the user computer to transmit a request for attract loop content to the central computer;

transmitting attract loop content to the browser executing on the user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of the user computer through the browser.

34.   The method of Claim 33 wherein the attract loop code, while the attract loop content is being displayed on the display of the user computer, monitors the user computer for a user event, and, upon the occurrence of the user event, automatically causes the display of the attract loop content to be terminated.

35.   The method of Claim 33 wherein the central computer comprises a web server.

36.   The method of Claim 33 wherein the attract loop content is displayed in a browser window.

37.   The method of Claim 36 wherein the attract loop content is displayed in a browser window in full screen mode.

38.   The method of Claim 36 wherein the attract loop content is displayed in a browser window which was automatically opened by the attract loop code.

39.   The method of Claim 33 wherein the attract loop code automatically causes the attract loop content to be continually updated.

40.   The method of Claim 33 wherein the user event is selected from the group consisting of manipulation of an input device, movement of a mouse, typing on a keyboard, access of a storage device, and combinations of these.

41.   The method of Claim 33 wherein the attract loop content comprises media selected from the group consisting of text, graphics, animation, sound, video, multimedia, and combinations of these.

42.   The method of Claim 33 wherein the attract loop content relates to subject matter selected from the group consisting of advertisement, entertainment, education, and combinations of these.

43.   A method for implementing an attract loop, said method comprising the steps of:

     providing a central computer;

     providing a user computer in communication with said central computer through a communications link, the user computer having a browser executing thereon and having a display;

     receiving, from the browser executing on the user computer, a request to transmit a web page;

transmitting a web page to the browser executing on the user computer in response to the request to transmit a web page, the web page comprising attract loop code, wherein the attract loop code monitors said user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code causes the browser executing on the user computer to transmit a request for attract loop content to the central computer;

transmitting attract loop content to the browser executing on the user computer in response to the request for attract loop content; and

wherein the attract loop code causes the attract loop content to be displayed on the display of the user computer through the browser.

44.   A method for displaying web content on a display of a user computer, said method comprising the steps of:

receiving a request to transmit a web page; and

transmitting a web page to the user computer in response to the request to transmit a web page, the web page comprising attract loop code and attract loop content, wherein the attract loop code monitors the user computer for a user event, and only if the user event does not occur within a specified time period, the attract loop code automatically causes the attract loop content to be displayed on the display of the user computer.

**Evidence Appendix
to Appeal Brief Under 37 CFR §41.37
Serial No. 09/903,976**

No evidence of any kind, including evidence submitted under 37 CFR 1.130, 1.131 or 1.132, has been entered by the Examiner and relied upon by Appellant in the appeal.

Related Proceedings Appendix
to Appeal Brief Under 37 CFR §41.37
Serial No. 09/903,976

There are no related Appeals or Interferences. As such, there are no decisions rendered by a court or the Board in any such Appeals or Interferences.